

## Message Text

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64  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 LAB-03 NSAE-00

PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /048 W  
----- 047986

R 202100Z NOV 74  
FM AMEMBASSY SANTIAGO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1125

UNCLAS SANTIAGO 7098

EO 11652: N/A  
TAGS: BEXP, CI  
SUBJECT: EVALUATION REPORT: POLYTECH '74

REF: STATE 245008

1. NAME OF EXHIBITION: POLYTECH '74, U.S. PAVILION IN THE INTERNATIONAL FAIR OF SANTIAGO, FISA '74.
2. PLACE AND DATE: SANTIAGO, CHILE, OCTOBER 31 - NOVEMBER 17, 1974.
3. NUMBER OF EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: ONE.
  - A. NUMBER APPOINTED: 4
  - B. NUMBER UNDER NEGOTIATION: 2
4. SALES:
  - A. FROM THE FLOOR: \$5,187,900
  - B. 12 MONTH PROJECTION: \$18,724,350
5. NUMBER OF VISITORS: OVER 500,000 BUSINESS VISITORS ESTIMATED.  
TOTAL ATTENDANCE AT FISA '74 WAS 1.2 MILLION.
6. SUCCESS STORY:  
WHILE SALES FIGURES FOR POLYTECH '74 FAR EXCEEDED THE EMBASSY'S EXPECTATIONS, THE PERFORMANCE OF ONE NEW-TO-MARKET FIRM OVERSHADOWS ALL OTHERS AND IS CITED HERE AS THE OUTSTANDING SUCCESS OF THE EXHIBITION.

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INTER-AMERICAN TRADE CORPORATION, A COMBINED EXPORT MANAGEMENT FIRM, NEW TO EXPORT IN LATIN AMERICA (A SISTER FIRM HANDLES SALES TO EUROPEAN COUNTRIES), ACHIEVED RECEIPTED IMMEDIATE SALES OF \$2,549,400 TO CONTACTS DEVELOPED ON THE FLOOR OF THE U.S. PAVILION DURING FISA '74. WORKING DAYS, NIGHTS AND WEEKENDS THE FIRM'S PRESIDENT AND VICE-PRESIDENT, PAUL BARKLEY AND WILLIAM LAKE, MANAGED TO FIND REPRESENTATIVES AND END-USERS FOR A NUMBER OF PRODUCTS, MOSTLY IN THE FOOD HANDLING AND PROCESSING FIELD, BUT INCLUDING ALSO TIRES, AUDIO-VISUAL AIDS AND INSULATION MATERIALS. THE PRODUCTS THEMSELVES ARE SUPPLIED BY INTER-AMERICAS' U.S. PRINCIPALS. THE FIRM PROJECTS AN ADDITIONAL \$1,250,000 IN SALES IN THIS AREA DURING THE COMING 12 MONTHS.

MESSRS. BARKLEY AND LAKE MANAGED TO CONTACT REPRESENTATIVE CANDIDATES AND END-USERS IN FOUR COUNTRIES IN ADDITION TO CHILE, VIZ. ARGENTINA, BRAZIL, ECUADOR AND PERU. THE FIRM SIGNED AGREEMENTS WITH THREE REPRESENTATIVES IN CHILE (ONE A JOINT VENTURE SALES SUBSIDIARY) AND ONE IN ARGENTINA; TWO MORE SALES SUBSIDIARIES (BRAZIL AND PERU) ARE EXPECTED TO BE ESTABLISHED IN THE COMING MONTHS.

IN HIS EXHIBITOR'S REPORT MR. BARKLEY COMPLIMENTED BOTH THE DUSEX AND PERSONNEL OF THE POST FOR THEIR PREPARATION AND GUIDANCE DURING THE EVENT. HE STATED THAT, "ALL IN ALL, WE ARE SATISFIED. WE WORKED HARD AND CONTINUOUSLY; WE GUESSED THE RIGHT PRODUCT DEMAND; WE DILIGENTLY BUT CAREFULLY MADE THE CONTACTS THAT COUNT (GOV'T); WE CHOSE THE CORRECT DISTRIBUTORS AND ASSOCIATES FOR JOINT VENTURES. NOTHING WAS LEFT TO CHANCE. WHEN WE SHIPPED OUR EQUIPMENT WHICH WE BOUGHT AND PAID FOR; BOUGHT OUR TICKETS TO AND FROM CHILE; PAID THE \$2000 BOOTH FEE; BROUGHT NOMINAL FUNDS FOR LIVING EXPENSES, THE CASH BALANCE OF THIS NEWLY ESTABLISHED, INDEPENDENT EXPORT-IMPORT WAS EXACTLY \$148.42\*\*"

IN ADDITION TO THE DATA CALLED FOR IN THE EXHIBITOR'S REPORT, MR. BARKLEY PREPARED A DETAILED 10 PAGE SUPPLEMENT WHICH CONTAINS A VALUABLE SUMMARY OF MARKET CONDITIONS IN THE PRODUCT LINES HE REPRESENTS.

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7. OTHER PERTINENT OBSERVATIONS:

THE U.S. PAVILION, POLYTECH '74 WON FIRST PRIZE FOR OVERALL PRESENTATION IN THE CATEGORY, "TECHNICAL EXHIBITIONS."

8. PRIMARY MARKETING OBJECTIVES:

- (1) FINDING REPRESENTATIVE/DISTRIBUTOR: ONE
- (2) FINDING LICENSEE: NONE

(3) FINDING JOINT VENTURES: NONE  
(4) EXPOSURE TO NEW BUSINESS PROSPECTS: 12  
(5) PRODUCT TESTING: NONE  
(6) IMMEDIATE SALES: 4  
(7) OTHER (MAINLY "IMAGE"): 7

A. TOTAL NEW-TO-EXPORT EXHIBITORS: 3

B. TOTAL NEW-TO-MARKET EXHIBITORS: ONE

C. TOTAL OLD-TO-MARKET EXHIBITORS: 21

D. TOTAL FULLY ACHIEVING PRIMARY OBJECTIVE: 25 (ALL EXHIBITORS)

E. TOTAL NUMBER OF EXHIBITORS WITH REPRESENTATIVES FROM  
THE U.S.: 4.  
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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 NOV 1974  
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**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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